

June 29th

MID-SUMMER SALE

OF FINE DRY GOODS

June the 29th

Goods adopted to the seasons needs and goods that will appeal to the most fastidious shoppers. This season has been the worst in the history of Dry Goods, in fact all lines, to get goods promptly, as all manufacturers are behind from 2 to 12 months, and many of our goods ordered 5 or 6 months ago have just arrived and these as well as the greater part of our large stock must be converted into ready cash during the next two weeks and to do so, and do it quick we have marked these goods for this sale at prices that will not be equaled in any store or any city, and at prices that will save you from 25 to 50 per cent on every dollar that you spend.

TWO WEEKS!

This Big Sale will commence SATURDAY, JUNE 29th and continue until SATURDAY, NIGHT, JULY 13th.

Every item quoted new, clean and a "Bargain."

Shirt Waists.		Sensational Prices in Fine Tailored Skirts.		Lace Curtains—Buy Them Now.	
Nothing like them before and may never be again.				Some exceptional values. You cannot begin to touch even our regular prices with today's market.	
1 Lot Shirt Waists, worth up to \$1.75 at.....	98c	Mohair Skirts worth 3.00, special sale.....	\$1.79	.75 Lace Curtains.....	.50
Just Think of It.		Fine Plaited Skirts, black, navy, gray and cream, worth 4.00, sale price.....	2.89	1.00 and 1.25 Lace Curtains.....	.89
Ladies Bleached Vests, taped, sold everywhere at 10c, sale price.....	5c	4.50 and 5.00 Fine Skirts sale price.....	3.08	1.50 Lace Curtains.....	1.19
Big lot of Plain and Fancy Hose, worth every cent of 15c, sale price.....	10c	6.00 and 7.00 " " ".....	4.98	2.00 ".....	1.48
25c Hose go at.....	22c	8.50 and 10.00 " " ".....	6.98	2.50 ".....	1.98
35c " ".....	27c	7.00 Fine Black Silk Skirts.....	4.98	3.00 ".....	2.39
50c and 60c Hose go at.....	44c	12.00 " " ".....	8.98	3.50 ".....	2.79
75c Hose go at.....	69c	9.00 " " Voile ".....	6.98	4.00 ".....	2.98
\$1.00 " ".....	89c	12.00 " " ".....	9.98	4.50 ".....	3.69
Children's Hemmed Handkerchiefs.....	24c	1 lot Wash Skirts worth 1.50 and 1.75 at.....	1.98	6.00 ".....	4.98
Big lot Ladies' all linen and embroidered and lace edged handkerchiefs, worth 12½c and 15c, sale price.....	8½c	Beautiful White Union Linene Skirts worth 3.00 and 3.50 at.....	1.98	Good Mosquito Canopies.....	89c to 1.69
Mennen's Talcum Powder.....	13c	Beautiful White Linen Skirts worth 5.00.....	3.45	Worth 20 per cent more.	
\$1.00 Alarm Clocks, this sale.....	59c	" " " " 6.00 to 7.50.....	4.98	Matchless Values in Sheer Dress Linen and Dotted Swisses.	
\$1.25 Silk Gloves.....	98c	Table Linens at Price You May Never Get Again		36 inch Sheer Dress Linen worth 40c to 65c today, sale prices.....	29c, 36c and 48c
Parasols at about half value. Big cut in allover Laces and allover Embroidery.		60 inch Good Bleached Table Linen worth 80 cents at.....	21c	1.00 quality Sheer Dress Linen at.....	82c
Dress Goods at Underselling Price.		60 inch Bleached Table Linen worth 35 cents at.....	34c	90c " ".....	78c
30 inch Fancy Suitings and Brilliantines, worth 50c to 60c, sale price.....	42c	60 inch Mercerized Table Linen cheap at 50c sale price.....	30c	White Dotted Swiss at.....	12c
50 inch Mohair, Black and colors, worth every cent of 75c, special sale price.....	49c	64 inch Mercerized worth 60c at.....	48c	20c " ".....	15c
Eoleons, worth 85c and 1.00, sale price.....	59c and 69c	64 inch half-bleached all Linen worth 60 cents at.....	48c	25c & 30c " ".....	19c
All Wool Voile worth 1.25, been selling 1.00, sale price.....	89c	60 inch Bleached all Linen Damask worth 60c sale price.....	48c	35c & 40c " ".....	28c
		72 inch Bleached all Linen Damask worth 75c sale price.....	62c	1000 yards Dimities, Checks and Stripes worth 12½c and 15 cents, sale price.....	10c
		72 inch Mercerized worth 75c sale price.....	62c		
		1.00 quality 72 inch very fine at.....	89c		
		1.25 quality 72 inch extra fine at.....	98c		
		Napkins at Big Reduction.			

We only have a limited amount of many of these bargains and they will likely go the first day or two, so be in time--get in on time and get your wants supplied early.

JUST LOOK AT THESE.		Here are Goods Needed Right Now.		40 in White Lawns, worth 10 and 12c, for this sale at.....	
Half Price Embroidery and Lace Sale.		Nothing better. Get all you can as you will never get such bargains again.		Amoskeag Apron & Gingham, sold at all stores for 10c, go at.....	8 1/2c
Imitation Wide Torchon and Val Laces worth 8c and 10c, sale price.....	50c per doz, or per yd 4 1/2c	27 inch Fancy Lawns, worth 7c and 8c, sale price.....	5c	Good Apron & Gingham worth 7c.....	5c
2000 yards fine Embroidery worth 15c, sale price.....	10c	27 inch Fancy Lawns and Organdies, worth up to 15c at.....	9c	All Fancy Calicos at.....	5 & 6c
Fine Wide Embroidery worth 25c, sale price.....	18c	Fancy Lawns, Dimities and Swisses worth 20c, sale price.....	12 1/2c	Table Oil Cloth, Fancy.....	18c
Very Wide Embroidery and Corset Cover Embroidery worth 35c and 40c, sale price.....	28c	All our 25c Fancy Lawns, Organdies, Lingeries and Batists go in this sale at.....	18c	White and Marble.....	20c
Wide Skirt Flounce Embroidery worth 75c to 1.00 at.....	48c	35c and 40c Fancy Wash Goods, this sale.....	24c	You can't match these prices--we undersell all others.	
Nothing Can Beat This.		50c Fancy Wash Goods, Silk Batiste, etc., this sale.....	38c	72x90 Good Bleached Sheets.....	43c
27 inch China Silk sold everywhere at 50c, sale price.....	39c	Fancy Cotton Voile, worth 15c, sale price.....	10c	81x90 Good Bleached Sheets.....	48c
27 inch Suesine and soft Taffeta Silk sold at all stores for 50c, sale price.....	39c	Pain Agragauze goes at.....	9c	72x90 Heavy Quality Sheets.....	55c
27 inch China Silk worth 55c, sale price.....	42c	Silk Dot Agragauze.....	12 1/2c	81x90 Heavy Quality Sheets.....	59c
24 inch Japan Silk, cream and white, worth 35c, sale price.....	35c	You never will get them again at these prices.		81x90 Mohawk Sheets.....	79c
27 inch Japan Silk, cream and white, worth 50c, sale price.....	39c	36 in Percales, worth 12 1/2c today, been selling 10c, sale price.....	9c	90x90 Best Hemstitched.....	98c
26 inch Japan Silk, cream and white, worth 75c, sale price.....	54c	36 in Percales, worth 10c anywhere, sale price.....	11c	42x36 Pillow Cases, worth 12 1/2c.....	10c
36 inch Black Taffeta, worth 1.25, sale price.....	98c	A F C Dress Gingham, sold everywhere at 12 1/2c, sale price.....	10c	100 doz Good Towels, worth 8 and 10c, for this sale at.....	5c
		Mercoized Gingham in stripe and checks, worth 15c, sale price.....	10c	100 doz Good Bleached Damask Towels, worth up to 15c this sale.....	10c
		27 in Soft Light weight Cheviot, cheap at 10c, sale price.....	9c	11-4 Fine White Dimity Spreads, never sold at less than \$2.50, now.....	\$2.19
		Dress Duck, worth 12 1/2c anywhere, sale price.....	9c	We have them in 4 1/2 size at.....	1 10
		38 in Indian Head sold everywhere at 15c, for this sale at.....	13c	White Marcell Spreads, worth \$1.00, sale price.....	89c
		White and Colored Linene 36 in, worth 15c, for this sale at.....	11c	\$1.25 Quality at.....	98c
				\$1.00 Quality at..... \$1.24	\$1.75 Quality at..... \$1.89
				\$2.00 Quality at..... \$1.69	\$2.50 Quality, very fine..... \$2.19

**All Remnants and odd lots of every kind as they accumulate will be placed on the
BARGAIN COUNTER.**

All Roads lead to Palatka, direct to The Earnest Store.

THE EARNEST COMPANY

PALATKA, FLORIDA